

## MOTORCYCLE SAFETY FY2018

Motorcycle fatalities have steadily grown over the past decade; there were 140 motorcycles involved in fatal crashes in 2015, up 16.7 percent from 2006. Motorcyclists in Michigan constitute more than 13 percent of all fatalities. Nearly 50 percent of those fatalities occur in metro Detroit and West Michigan.

### Goals:

Decrease fatalities and incapacitating injuries involving motorcycles by 15 percent from 670 in 2015 to 570 by December 31, 2018.

<b>Task 1: Training and Education</b>		<b>\$220,000</b>
<b>Revision 02/20/218</b>		<b>\$235,000</b>
Section 405(f) FAST Act funds	Revision 02/20/2018	\$170,000 <del>\$140,000</del>
Section 405(d) FAST Act Low Paid/Earned Media	01/30/2018	\$50,000
Section 402 FAST ACT	Revision 02/20/2018	\$-0- <del>\$45,000</del>

### Advanced Rider Training

Project Number	MC-18-01	
Benefit to Locals	No	
Grantee	Michigan Department of State (MDOS)	
Grant Amount, Funding Source	\$140,000	405(f) FAST Act
Match	No	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Encourage motorcyclist safety through training.	
Project Objective	<p>Train up to 120 students in advanced rider courses by September 30, 2018.</p> <p>Provide up to five professional development sessions for Motorcycle Rider Coaches by September 30, 2018.</p> <p>Purchase up to 15 motorcycles to maintain the training fleet of public sponsors by September 30, 2018.</p>	

A proven way to improve rider safety is through training and endorsement of riders. Formal motorcyclist training and licensing are critical components to operate a motorcycle safely. The Michigan Rider Education Program, administered by the MDOS, offers basic rider, returning rider, and advanced rider courses through public and private sponsors. These programs train nearly 10,000 motorcyclists annually at nearly 50 training sites.

The MDOS will coordinate the transitional Rider Coach preparatory sessions for existing Motorcycle Safety Foundation certified Rider Coaches. MDOS will also recruit and coordinate additional new RiderCoach sessions.

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Funding will support training costs and materials as well as additional training motorcycles to maintain the fleet.

**Evidence of Effectiveness:** NHTSA Highway Safety Program Guideline No. 3 2006, Component IV; Michigan Motorcycle Safety Program Technical Assessment Report 2016, Section IV.

### Operation Shadow Rider

Project Number	CP-18-03	
Benefit to Locals	No	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$30,000 <del>\$45,000</del> Rev 02/20/18	405(f) FAST Act funds 02/20/18 402 FAST Act
Match	No	
Indirect cost rate	n/a	
Grant Start-up	October 1	
SHSP Strategy	Support public information and education campaigns. Encourage motorcyclist safety through training.	
Project Objective	Conduct a training course availability mailing to unendorsed motorcycle riders by September 30, 2018.	

The OHSP will collaborate with the MDOS and the University of Michigan Transportation Research Institute to locate unendorsed riders based on addresses on file with motorcycle registrations. In conjunction with motorcycle traffic safety partners, the OHSP will contact each unendorsed rider by mail to inform the rider about the availability of the Returning Rider Training classes and the Basic Rider Training classes to encourage them to obtain their motorcycle endorsements.

Funding will support the printing, mailing, and digital media efforts to the unendorsed riders in Michigan.

**Evidence of Effectiveness:** CTW 2015, Chapter 5; Michigan population of unendorsed riders has decreased from approximately 50,000 in 2013 to 38,000 in 2016.

### Motorcyclist Impaired Prevention Campaign

Project Number	CP-18-03	
Benefit to Locals	Yes	
Grantee	OHSP-PI&E	
Grant Amount, Funding Source	\$50,000	405(d) FAST Act Low Paid/Earned Media 01/30/2018
Match	No	
Indirect cost rate	n/a	

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Grant Start-up	October 1
SHSP Strategy	Support public information and education campaigns.
Project Objective	Develop and distribute education and outreach materials by September 30, 2018.

The OHSP will collaborate with the Michigan Licensed Beverage Association (MLBA) to distribute education and messaging to motorcyclists to encourage sober riding through drinking establishments and licensed beverage providers across Michigan. It takes far more skills to operate a motorcycle while sober than the skills needed to operate a motor vehicle. Riding after drinking is a risky behavior for the rider and other motorists.

The MLBA presents a unified voice in Michigan's alcohol beverage industry with more than 1,800 members. Many small businesses are more likely to implement a program from their association than from the government agency that regulates alcohol.

Funding will support the development and distribution of the education and outreach.

**Evidence of Effectiveness:** CTW 2015, Chapter 5. This effort will combine research with message development as recommended for a "good campaign" in CTW.

<b>Task 2: Program Management</b>	<b>\$125,000</b>
Section 402 FAST Act funds	\$125,000

### Program Management

Project Number	CP-18-02	
Benefit to Locals	No	
Grantee	OHSP-Program Management Section	
Grant Amount, Funding Source	\$125,000	402 FAST Act
Match	No	
Indirect cost rate	5.4 percent	
Grant Start-up	October 1	
SHSP Strategy	N/A	

Funding will support the shared costs of the Program Management team required to implement and manage the OHSP programs.

**Evidence of Effectiveness:** not applicable.